FSC-198-A	11/13/96
SUBJECT:	1997 Retail Accrual Program Maintenance

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RETAIL ACCRUAL CONTRACT RENEWAL FOR 1997

As has been done in the past, Winston-Salem will assist in contract maintenance of Retail Accrual contracts for 1997. During the weekend of December 7, 1996, certain contracts will be automatically renewed for 1997. Review the following information carefully. Proper procedures for your 1997 Retail Accrual contracts should be entered prior to the close of business on December 6, 1996 to ensure a smooth transition of the program into 1997.

Currently there are two types of Retail Accrual contracts available:

Old Co-Marketing Contract Types (will not be renewed):

CMFCO	CMFCORJR	CMFCT	CMFCTMM
CMFCTRJR	CMFPK	CMFPKMM	CMFPKRJR

New Retail Accrual Contract Types (will be renewed):

CO AC MAT	CO ACCRUAL	CTN AC MAT
CTN ACCRUAL	PK AC MAT	PK ACCRUAL
MPTD	RATD	

Retail accounts that meet the criteria listed below will be renewed for 1997:

- Retail Accrual contract must be a new Retail Accrual contract type (see above).
- Retail Accrual contract must be effective until 12/96.
- Retail accounts with a Retail Accrual contract must have an appropriate matching merchandising contract effective in 1997 in the SIS Master List (e.g., PK AC MAT must have a valid Pk Outlet contract).

Contracts will not be renewed for 1997 for the following conditions:

- Account is not a retail type (Direct/Indirect Accounts).
- Old co-marketing contract types (see above).
- New retail accrual contract types that end prior to 12/96.
- Retail accounts that do not have merchandising contracts effective in 1997.
- Retail accounts that have more that one Retail Accrual Contract effective in December.

To assist your region in preparing Retail Accrual contracts for the 1997 renewal, please utilize the following checklist. Additionally, the "1997 RAC Renewal Exception" report will be available to identify problem areas prior to December 6.

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To: Macleod, Stephen
From: 1610 - Buffalo ROU (BRZEZIE)
Posted: 11/13/96 15:31
Opened: 11/13/96 15:48
Subject: FWRD: FSC-198-A 1997 Retail Accrual Pro

Stephen, please advise on distribution.....

========== <Forwarded Letter> ==========
From: Davis, Carla C.
To: 1610
Subject: FSC-198-A 1997 Retail Accrual Program M
Posted: 11/13/96 19:09
Priority: Normal

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1997 Retail Accrual Contract Renewal Checklist:

- Insure account is retail type only.
- Convert old Co-marketing contracts to new Retail Accrual contracts types.
- Insure that retail account has a merchandising contract effective in 1997.
- Clean-up accounts that have more than one Retail Accrual contract active at same time.
- If contract is to be renewed, insure that contract end date is no earlier than 12/96.
- Retail Accrual contracts in Carton Outlet accounts will need to be added back in those accounts where a long-term agreement is in place. All other Carton Outlet contracts will be resigned and added in 1997 with the Retail Accrual Plan at that time.
- **REMINDER: DO NOT delete 1996 contracts from the Chain HQ screen** or historical information will be deleted as well.

Determining Retail Accrual Contracts that will not be renewed automatically:

A report will be available that will list all accounts that have a Retail Accrual contract in 1996 that will not be renewed for 1997. To submit this report, follow these steps:

1. Select 'PRINT REPORT' off the SIS Main Menu.
2. Select 'RETAIL ACCRUAL MAIN MENU'.
3. Select '1997 RAC RENEWAL EXCEPTIONS'.
4. This report can be requested by:
   Sales Level (Territory/Division/Region)
   Independent Accounts within requested Sales Level
   Chain Accounts within requested Sales Level
   Specific Chain-Id.

For each retail account that meets the renewal criteria, a new contract entry will be added to that account with effective dates of 1/97 through 12/97 on the weekend of December 7, 1996. On Monday, December 9, 1996, the 1997 Retail Accrual Contract renewals will be available for Field Sales viewing in Function M35. After viewing the renewed contracts, any adjustments, changes or additions to these contracts must be entered into the SIS Master List by the close of business on December 27, 1996. At that time your Retail Accrual contracts will be ready for 1997.

Program Contact: Bill Duffy, extension #5776

R. J. REYNOLDS TOBACCO COMPANY

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